

HOW TO PAINT

VOLUME NO. 2

HERE'S HELPFUL
INFORMATION
FOR YOU



PRICE 50 CENTS

How to

JAP-A-LAC

How to

VARNISH

How to

HAVE COLORFUL

FURNITURE-WALLS.

COLOR SCHEMES

▼
THE GLIDDEN

COMPANY



"Let Me Help You Paint!"

"You will see on the pages of this book helpful information in applying paint products, easily and quickly. Pictures in color throughout the book will give you many suggestions for your home. It is easy to paint—not as difficult as baking, sewing or many other household tasks which are daily events in most homes. Painting is a pleasant change in your every-day program. Try it! You will enjoy using Glidden Paint Products, because of their easy brushing, smooth flowing, and excellent final finish."

The Glidden Girl

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This Book . . .

. . . has been printed to tell you about the high quality of Glidden Paint Products—and how easily you get excellent results with them.

A number of the illustrations, such as on Pages 4, 5, 6, 7, 12, 13, 14, and 15 are very interesting and colorful and attractive interiors, made so with paint products.

These interiors are reproduced through the courtesy of certain well-known manufacturers. If you are interested, and if you desire to create such interiors in your home, you will find every detail and accessory authentic and obtainable—not an imaginary interior created from some artist's brain.

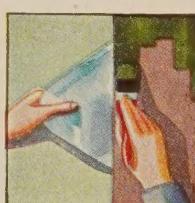
Accurate information is the aim back of this book. If you have any questions on any painting or decorating problems, write us, or ask your local Glidden dealer.

THE GLIDDEN COMPANY
National Headquarters
CLEVELAND, OHIO

EIGHT USEFUL HINTS



1. WALLS. Always be sure new walls have been treated for lime. See page 4 for particulars. Use a 3" or larger Related Brush. See pages 4, 5, 7 for Glidden products to use.



2. GUARD. A piece of tin as shown above or a piece of cardboard is very useful for painting woodwork or sash. It keeps the brush from soiling wall or glass.



3. STRIPING. Paint stripe color wider stripe than finished stripe will be. When dry, place on it surgical or tire tape exact stripe width. Paint final color over all. When dry pull off tape.



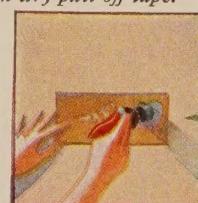
4. PORCH FLOORS. Every Spring paint porch floors and steps with Glidden Porch Paint. New paint not only protects the wood from decay but adds greatly to the appearance of your home.



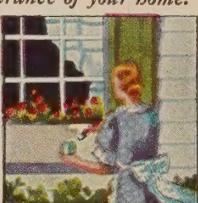
5. SCREENS. Paint your window and door screens with Glidden Screen Enamel before putting them up. First brush wire and frame to remove all dust. Brush mesh well to eliminate clogging.



6. CHAIRS. Always paint chair legs first, turning chair upside down. Then when legs are done, turn chair up and finish top. Additional color can be added on moulding, grooves, edges.



7. STENCIL. Attach stencil to place to be decorated. Use tacks. With point of bristles, tap color through holes. Keep bristles as dry as possible to prevent paint flowing under stencil edges.



8. FLOWER BOXES. Paint them in the Spring. It will brighten them and protect them from moisture and subsequent decay. Use Glidden House Paint in colors or white.

GLIDDEN

JAP-A-LAC



"Yes, I am a Jap-A-Lac fan. This is the third piece I have finished this week. I am using a Varnish Stain now, which is a varnish and stain combined. About 30c is all it costs to refinish this, too!"

TO millions of women, everywhere, Jap-A-Lac means colorful enamels, quick-drying, and durable, and attractive varnish stains. These women know the excellent results they can get quickly and easily with these famous products. You will find, too, that furniture and woodwork, floors, and other surfaces are quickly made new looking—and better with Jap-A-Lac.

If you have never used Jap-A-Lac, in any of its types, in your home—try it now. You will quickly see why Jap-A-Lac with its smooth flowing, its easy brushing, its quick drying has made friends everywhere, in the U. S. A., in Canada, and many parts of the world.

Years ago your grandmother was probably using Jap-A-Lac—on ice box, chair, or some other surface. Today the popularity of Jap-A-Lac continues—making friends every day through honest value.

Jap-A-Lac is obtainable in three distinct types: Varnish, Enamel, Gold or Aluminum Bronze.

Jap-A-Lac Varnish Stains combine a varnish and stain, producing the popular shades of Oak, Walnut and Mahogany. They combine the mar-proof and wear-resisting properties of a floor varnish, the waterproof qualities of a spar varnish, the hardness of the best furniture varnish—and—they dry in four hours.

Jap-A-Lac Enamels dry in four hours. They wash as easily as tile. Jap-A-Lac Enamels are

furnished in twenty-two up-to-date, stylish, and popular colors.

PROPERLY PREPARE THE SURFACE

Time and care exercised in properly preparing the surface will repay you. Be sure to have the surface absolutely dry. Floors that have been cleaned with oil mops or waxed should be wiped up with turpentine or naphtha. There are several efficient powders that will not only clean, but also bleach worn spots that have become stained. Sandpapering of these spots will restore the original wood color.

On woodwork or furniture, a thorough sandpapering is usually all that is necessary. If the surface is checked or cracked and these imperfections cannot be removed with sandpaper, use Ad-El-Ite Paint and Varnish Remover. Remover should be applied with a brush. Allow to stand until old finish is soft. Then remove old finish with a putty knife. A cloth saturated in Remover will take off all that remains.

All traces of the remover should be washed from the surface with alcohol and finally with turpentine or gasoline. After surface has dried, it should be smoothed with sandpaper. An uneven foundation will impair the final appearance, so time in surface preparation will repay you.

APPLYING JAP-A-LAC VARNISH STAIN

On New Work, or wood from which the old finish has been removed, reduce first coat 10% with turpentine, which is in the proportion of one pint to a gallon of Jap-A-Lac Varnish Stain, or a quarter pint to a quart. Apply evenly, brushing well into the surface. Allow to dry about six hours. Apply second coat using the Jap-A-Lac Varnish Stain full body. If a third coat is desirable, sandpaper the preceding coat lightly after it has dried hard. Apply final finishing coat just as it comes from the can.

On Old Work—Jap-A-Lac Clear or in the shades of Oak will restore the newness of varnished floors, woodwork or furniture. Walnut or Mahogany applied to the lighter colors, Oak, Maple, etc., will produce beautiful Walnut and Mahogany effects.

APPLYING JAP-A-LAC ENAMELS

On New Work—Use Jap-A-Lac Flat White for first or foundation coat. Its purpose is three-fold: (1) It hides the old surface and furnishes a uniform background for the more transparent enamel coats. (2) It seals the surface. (3) It sands easily to a smooth foundation. Allow from four to six hours to dry.

The second coat should be a mixture of one-half Jap-A-Lac Flat White and one-half Jap-A-Lac Enamel. Allow from four to six hours to dry. The finishing coat should be Jap-A-Lac Enamel of the color selected.

On Old Work—if the original paint is to be covered in a similar color, or with one of the darker shades of Green, Blue, or Gray, two coats of finishing enamel, and many times but one, are all that is necessary. If the origi-

nal paint is a dark color and the new finish is to be one of the more delicate Blues, Greens, Ivories, etc., apply one coat of Jap-A-Lac Flat White, a half and half coat of flat white and the final enamel, and a coat of enamel as recommended for new work.

JAP-A-LAC STOVE AND IRON ENAMEL

This is a glossy, jet-black, heat-proof enamel for all metal surfaces, indoors and outdoors. Used on stoves, heaters, fences, mailboxes, and many other places.

JAP-A-LAC SCREEN ENAMEL

A black enamel used on screen frames as well as wire screen, protecting both against rust and decay.

STRIPING

The appearance of furniture can be improved by contrasting colors on mouldings, grooves, knobs, handles, and edges. Use a small soft-hair, pencil-like brush for this. Hold the brush between the thumb and index finger. Place the third finger on the edge of the furniture as a guide in drawing a straight line. See illustration, "striping" page 2 for additional information.

DECALCOMANIA OR TRANSFER PICTURES

These are colored pictures for decorating which can be applied quickly and easily. Saturate them in water about thirty seconds, then slip the paper off, leaving the picture upon the surface. Press down with a blotter or soft cloth until dry. After the transfer has dried over night, further protection can be afforded it by applying a thin even coat of varnish.

"I like Jap-A-Lac because it's so easy to brush on—and it dries hard and glossy very quickly. This bookcase will cost only about 60c to enamel—think of it!"



GLIDDEN S P E E D - W A L L

This is a wall finish that has won popular approval because of its quickness in drying, and the semi-glossy, satiny appearance of its surface. Many housewives demand quickness in drying time in wall finishes—and Glidden Speed-Wall has that quickness.

Many housewives want a washable wall, one that can be washed clean of grease, ink, finger-prints and other disfigurements. Speed-Wall is easily washed; its semi-gloss surface, closely sealed, has no open pores to retain or hold any dirt, soil, or germs.

Speed-Wall is a very sanitary wall finish and because of this exceedingly popular for kitchens and bathrooms where wall washings are frequent.

If you have never had Speed-Wall in your home we recommend that you do now—for this new type quick-drying product is so easy to apply. It can be brushed on so easily and smoothly that the most inexperienced painter can obtain fine results with no laps, sags, or brush marks.

How many times have you postponed painting that bedroom, livingroom, kitchen or bath, just because you hated the mess and the confusion, plus the odor of wet paint clinging to everything for a week?

But Speed-Wall is different for Speed-Wall *dries in four hours*. This enables you to paint two, and if necessary three coats on your walls in one day and use the room that night.

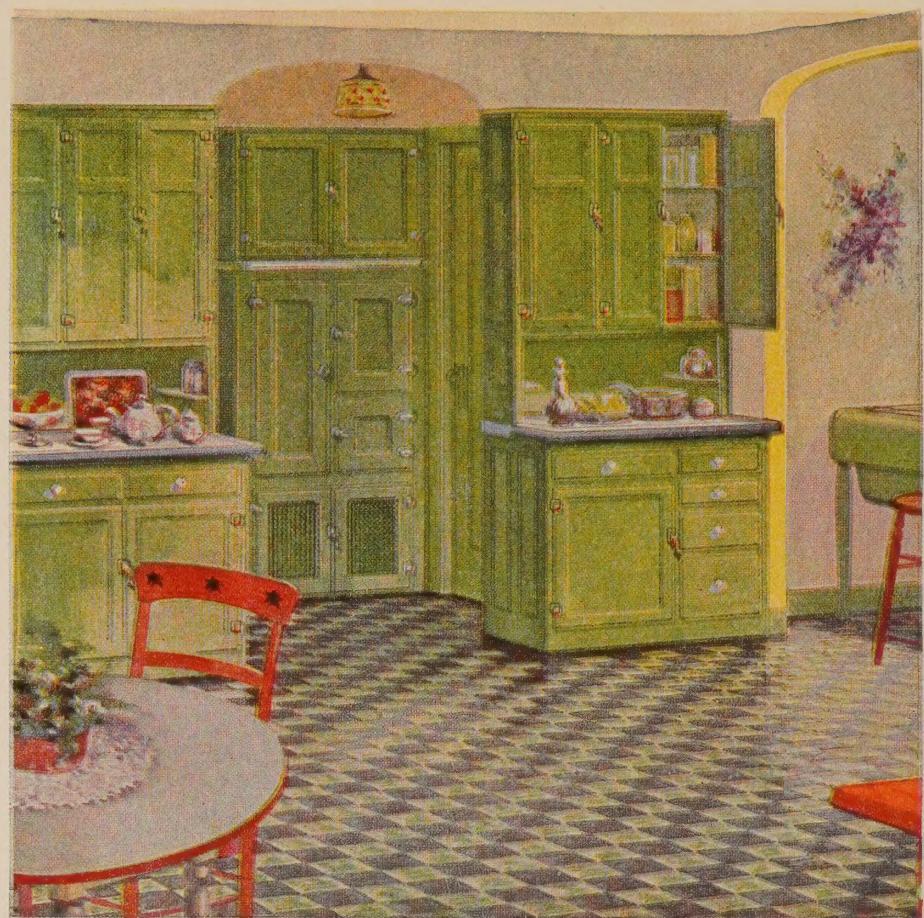
Speed-Wall is further desirable because there are *no sharp penetrating odors*. Economical, too, because with Speed-Wall the same solid covering and hiding can be obtained with two coats where it would take three coats of other wall paints.

Speed-Wall is made in seventeen popular colors and White. Your dealer has a card showing these seventeen standard colors. Intermixing makes possible hundreds of delicate, beautiful tints.

NEW WALLS

Be careful of new walls. *Be sure they are dry before finishing them.* There is a possibility of hot lime or free alkali being present in all new plaster work. As a precaution it is advisable to wash new plaster with a solution of zinc sulphate made by mixing three pounds of commercial zinc sulphate in a gallon of water. Simply brush on the surface and permit to dry. Your painter can test new walls to determine the presence of hot lime or alkali. Many times a wash with common household vinegar will be sufficient to overcome this alkaline condition, and there are instances where only an application of Glidden's Oil First Coater is necessary.

Surface preparation is as important on wall work as it is on floors or furniture. After the new wall has had the zinc sulphate or vinegar wash, allow it to dry over night if there is heat in the house. If not heated, allow more time. Then apply one coat of



This illustration through courtesy of D. S. K. U. Corp., Frankfort, Ind.

With Ivory Speed-Wall on the walls, Sea Green Jap-A-Lac on the cabinet, Linoleum Lacquer on the floor, Mandarin Red Jap-A-Lac on the chair—this kitchen can be painted for about \$5.00—Why not refinish yours?

Glidden's Oil First Coater—Quick Drying.

Oil First Coater is a new development, recently perfected in the Glidden laboratories. It combines quick-drying, solid covering and alkali-resisting qualities. Because of its alkali-resisting properties, the use of vinegar and zinc sulphate are unnecessary on any but new wall surfaces. It has as much hiding capacity as a coat of paint. Oil First Coater affords an economy by eliminating the application of one finishing coat. Its quick drying maintains Speed-Wall schedules. After the Oil First Coater has dried, apply one or two coats of Speed-Wall using as wide a brush (up to four inches in width) as can be handled.

Wall paint is best laid on with semi-circular strokes and then leveled evenly using light strokes to produce an even solid-covering coat.

A coat of Oil First Coater in the morning—a coat of Speed-Wall at noon, and if necessary, another at four, and still your room is ready for occupancy in the evening.

OLD WALLS PREVIOUSLY PAINTED

In the preparation of an old wall previously painted, remove all paint that appears loose, then sandpaper the sharp edges of the remaining paint level with the plaster

as much as possible to avoid the spots showing prominently. Fill all cracks and breaks in the plaster with Plaster of Paris, which after drying should be sealed with a coat of shellac.

If the old painted surface appears full of small hair line checks and cracks, give the entire wall surface a coat of Oil First Coater and follow from this point the directions as for "New Wall."

If the old paint is in good condition, one coat of Speed-Wall, (if the color approximates the old paint) will be all that is required. Two coats will cover solidly over a background of any color.

WALLPAPERED WALLS

We do not recommend painting over wallpaper. You can never be assured of good results. It is safer to remove all the paper and then proceed as we have directed for New Work.

FURNITURE AND WOODWORK

In finishing new or refinishing old woodwork or furniture with Speed-Wall, use Gliddencoat or Jap-A-Lac Flat White for the first or undercoat, followed with a coat (one-half Gliddencoat or Jap-A-Lac Flat White and one-half Speed-Wall)—and then a finishing coat of straight Speed-Wall.

GLIDDEN FLAT WALL

This is a popular wall finish—and can be easily applied by anyone, without brush marks or laps. It can be washed easily, too, which is important in any wall paint.

Glidden Flat Wall Finish produces a rich, velvety surface which is both restful and pleasing to the eye. Unlike most wall finishes, it does not produce a dull, lifeless finish, but one that has just sufficient gloss to produce the maximum light reflection *without a glare*.

Flat Wall Finish is suitable for wall surfaces of every character—plaster, wallboard, brick, or concrete. It is the ideal finish for steam radiators where a color is desired.

APPLICATION

The application of Flat Wall Finish on both old and new walls is precisely the same as with Speed-Wall. We want to emphasize again—the success of the job depends largely upon the attention given to surface preparation.

NOVEL EFFECTS

With Glidden Flat Wall Finish you can produce a number of unusual and colorful effects by combining different colors. One

STIPPLED PANELS

With a brush as shown below at right, very colorful walls can be made with Glidden Flat Wall Finish. The actual work is easy. Simply apply a glazing liquid to which you have added a color in oil, over a base color. The brush bristles, tapped on the surface, produce a novel effect as they expose the under color as illustrated on panels. This panel is Glidden Chrome Green Light "Color in Oil" over Light Ivory Flat Wall Finish.



The panel below is Glidden Yellow Ochre "Color in Oil" over Ivory Flat Wall Finish.



effect is produced by using a sponge, one with a brush, another with paper or cloth, and a fourth is known as the Tiffany Glaze. To produce any of these effects, a coat of a selected color is first applied over the entire surface. On new work, use first a coat of Oil First Coater, followed with a coat of Endurance Flat Wall Finish or Speed-Wall.

PAPER EFFECTS

After the base color has dried, apply a second coat of a different or contrasting color. Select a space, if possible, between windows; or a door and a window. Immediately roll a crumpled piece of paper over the wet paint. This rolling process will remove paint from the wall surface, leaving a very effective pattern. Tapping with paper or cloth is effective too.

TIFFANY GLAZING

Tiffany Glazing is a very popular type of finish not only in homes but in public buildings, offices, ball-rooms, etc.

After the ground coat has been applied and dried, apply Glidden's Glazing Liquid, a clear, colorless liquid. In applying this material, finish about one-half of one wall at a time so as to avoid a setting up of the Glazing Liquid during the blending process. Have the various colors that are to be worked into the surface previously prepared by mixing the selected Oil Colors into small quantities of Glazing Liquid. The colors frequently used are Umbers, Siennas, Medium Chrome Green, Medium Chrome Yellow, and a brilliant red such as American Vermillion. Small quantities of as many shades as are selected are brushed promiscuously upon the wall surface, a dip here and there, and then with a cloth are rubbed over the entire wall surface and blended one into the other.

The final step in this process is to take a wadded-up piece of cloth and stipple the entire surface leaving a blended tint or stain on the surface.

BRUSH STIPPLE

Take a large bristle brush. Over dried base color apply Glidden Glazing Liquid with Color added. Stipple this with brush. Effect will be as panels at left.



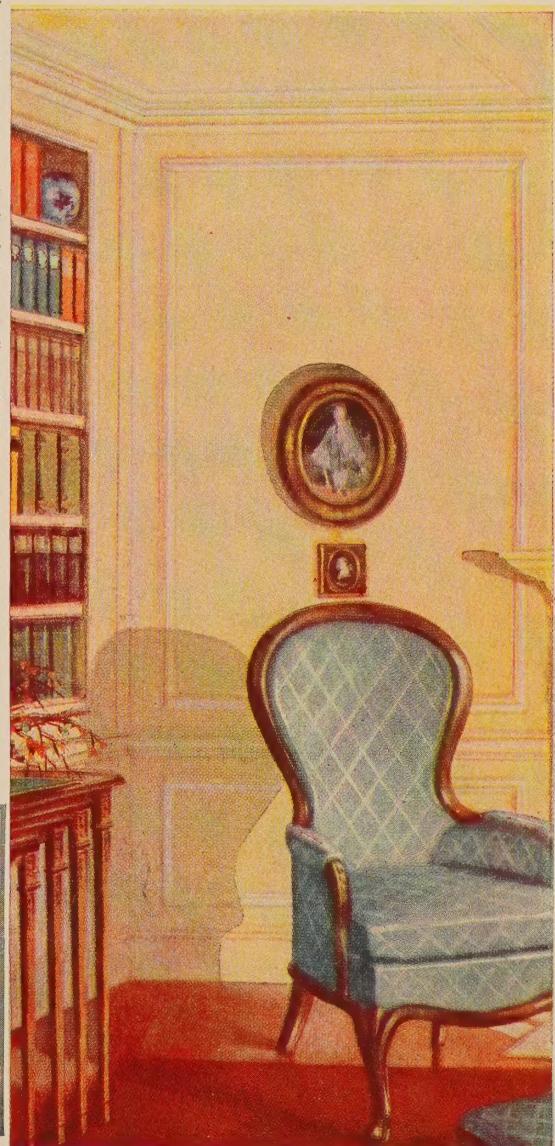
SPONGE EFFECT

After allowing the base color to dry at least over night, cut a large sponge in half, keeping the cut side perfectly level and flat. *Second*—Paint a thin film of a contrasting color of wall paint on a clean piece of tin or glass. *Third*—Moisten the sponge in water, wringing out any excess water. *Fourth*—Transfer the paint from the tin or glass to the wall by pressing the flat side of sponge on the paint film, and then tapping the flat side on the wall. Repeat this process until the entire wall is patterned. Avoid a monotonous design by turning sponge occasionally as wall is tapped. *Fifth*—When this application has dried you can add additional colors if desired. Allow each color to dry before applying the next one.

WALL PROTECTION

These sponge, paper, cloth, or Tiffany effects can be protected from dirt and dust by a starch coat. This is simply a handful of starch mixed with sufficient cold water to entirely dissolve it. After the starch is dissolved, boiling water is added to produce a clear jelly-like substance. Thin with cold water to consistency of milk and brush on surface. Allow it to dry. When dirty wash off.

This illustration through courtesy of The Upson Company





GLIDDEN FLORENAMEL

Beautiful floors are essential in the decoration of the home just as much as the furniture and wall decorations. It is very easy to keep floors looking bright and new with Glidden Florenamel. Since Florenamel is an enamel, water-proof and wear-proof, it can be used on all floors, in kitchen, bedroom, bathroom, living room and other rooms.

Glidden Florenamel is not to be confused with ordinary floor paint. It is a true enamel developed for interiors, such as wood, cement, or linoleum floors; woodwork, and walls;—as well as for exterior use. It has water-and-wear-resistance so essential to a floor paint; the washable, close knit film looked for in wall finishes; and elasticity that enables it to be subjected to changes of temperature without impairment of film.

On cement floors, it prevents disintegration and makes them dust-proof, impervious to dampness, and sanitary.

It can also be used on baseboards, or any ornamental border on the lower part of a wall, on basement stairs, railings and many other places.

WORN LINOLEUM

Linoleum patterns become worn off leaving in many cases a durable floor covering, but one that is shabby in appearance. There is nothing that detracts from the tidiness and appearance of a room as much as worn linoleum. By using Glidden Florenamel, the durability of the linoleum is lengthened, and in addition, its appearance is tremendously improved, and the room appears more bright and cheery.

You can apply Glidden Florenamel quickly and easily. It flows on smoothly and evenly, leaving a tough, durable coat that will withstand the scuffing of feet and scrubbing. A quart of Glidden Florenamel on linoleum will cover 125 square feet—one coat—equivalent to a floor area 10 feet by 12½ feet.

Unless your linoleum is absolutely worn through to the wood flooring, don't throw it away! Use Glidden Florenamel and have a

Florenamel is easy to apply—it flows on easily.



This illustration through courtesy of CraneCo

Florenamel on the floor—Glidden Speed-Wall on the walls—Glidden Varnish on the woodwork—and the cost is small—try it—you'll like it!

colorful floor, easy to clean and attractive.

The usual surface preparation steps should be employed when applying Florenamel on linoleum; that is, see that the surface is free from all dirt, grease and other foreign matter, as well as perfectly dry.

WOOD FLOORS

Florenamel is very useful as a finish for badly worn and stained wooden floors. Often a floor that appears entirely hopeless will look like new with a few coats of Florenamel.

PREPARING THE SURFACE

To refinish an old wooden floor with Glidden's Florenamel—prepare the surface by washing thoroughly with warm water to which household ammonia has been added in proportion of approximately one pint of ammonia to a gallon of water. This solution will remove practically all spots of grease. But where there are unusually stubborn spots, boiling water poured on them will bring grease to surface. This, then, can be removed with either a stronger ammonia solution, or one of the many washing powders on the market.

If soap and water is used in washing the floor, rinse the surface two or three times with clear warm water. Any soap left upon the surface will retard drying of Florenamel and also impair its adhesion.

Clean the surface thoroughly. Drive all nails below the surface. Fill nail holes, cracks

and all other grooves with Jap-A-Lac Crack & Crevice Filler.

If floor, having been previously varnished or painted, is in good condition, it should be washed with warm water, allowed to dry. Sandpaper lightly, dust and apply Florenamel.

Glidden Florenamel under ordinary conditions will dry in from six to eight hours.

PORCH FLOORS AND CEILINGS

For porch floors and ceilings, Glidden Florenamel is a desirable and durable finish. For outside use, reduce Florenamel in the proportion of one pint of Boiled Linseed Oil to the gallon of Florenamel for each coat.

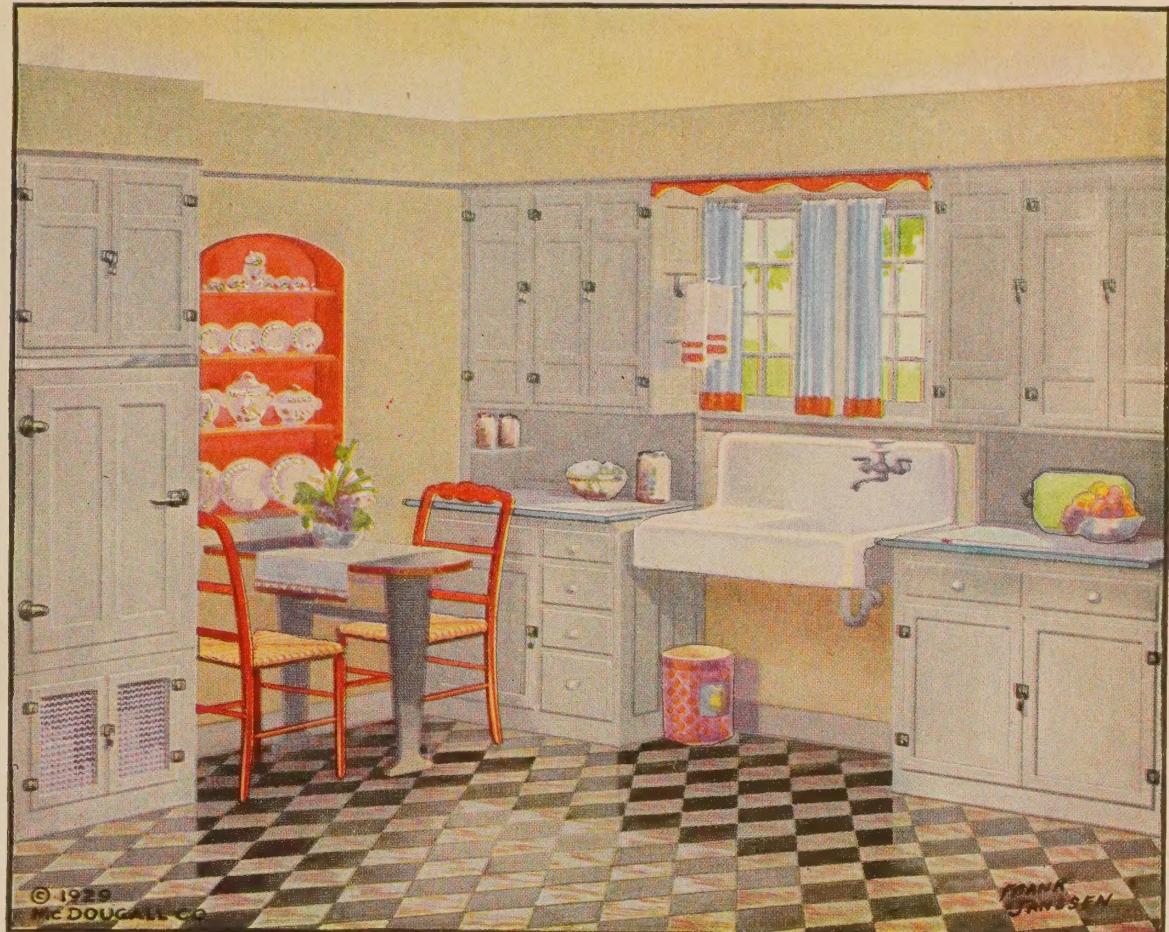
CEMENT AND CONCRETE SURFACES

Cement floors should first be tested for alkali before being painted. Phenolphthalein is excellent for this purpose. This can be purchased at any drug store. When applied to a concrete floor, it will rapidly turn pink if there is any alkali or lime present. If tests show the presence of alkali, treat the floor with a solution made of 3 lbs. of zinc sulphate crystals dissolved to each gallon of water. Put as much on the floor as will be absorbed. Allow ample time to dry and then apply Florenamel.

If the first coat, after drying, shows that some spots of the floor have a flatter finish, this means the spots are more porous. Apply another coat to these spots only. Allow to dry. Then apply final coat over entire floor.



This famous TradeMark — with the three men — represents honest value, and the world's finest Enamel — one that is known and used in many lands.



© 1929 McDougall Co.

RIPOLIN

ENAMEL

One day, years ago, Dr. Riep, a Hollander, announced to the world he had perfected an enamel that surpassed any other in appearance and durability. His method of manufacturing was, and still is, a secret. Today, by that secret method, we make, in America, Ripolin Enamel which, by test of time and use, is still the finest of enamels.

Europe's finest homes, most noted hotels, even castles and palaces are decorated with Ripolin. So are many of the most prominent residences, hospitals and other buildings in the United States. This same finish is available for your home.

We furnish Ripolin in two classes: One, just as manufactured in the factories in Holland and France. This requires a drying lapse of approximately forty-eight hours between coats. The other, a new and recently developed quick-drying Ripolin. This dries in eighteen hours but possesses all the lustrous, hard, tile-like beauty of the original Ripolin.

The uses of Ripolin are not limited to interiors. It has a great range of uses; on metal or wooden porch furniture, automobiles, canoes, yachts, in fact, Ripolin can even be

used upon your home's exterior. In addition to the Gloss Enamel, there is a Ripolin Undercoat for use under Ripolin.

SURFACE PREPARATION ON NEW WORK

The surface preparation is very important. Not only should the surface be sanded just as smoothly as possible, but after the first coat of primer has dried, it, too, should be rubbed down just as smooth as possible, using either sandpaper or steel wool. Remember Ripolin will not hide brush marks that remain in the undercoats.

It builds up the proper kind of a foundation for Ripolin, flows out as free from brush marks as is possible for a product of this nature. It sands easily to a smooth, level surface. At least two coats of Undercoat are recommended for new work.

The first coat to be reduced with about a pint of turpentine to the gallon. The remainder to be Ripolin Undercoat as it comes from can.

Ripolin coats vary from four to six depending on the job. Coat three should be Ripolin Undercoat to which has been added 25% of Gloss Ripolin, which is in the proportion of one quart to a gallon. All succeeding coats

This illustration through courtesy of D. S. K. U. Corp., Frankfort, Ind.

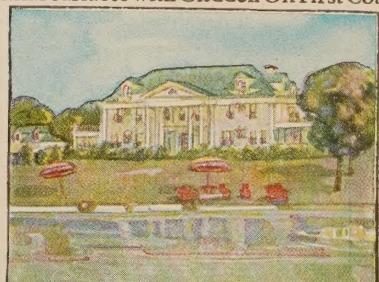
With Glidden Flat Wall or Speed-Wall giving the walls their cheery ivory glow, with Ripolin Light Gray on the cabinets—and Jap-A-Lac Mandarin Red on the china recess and chairs—isn't this an attractive kitchen?

of Ripolin, up to the final finishing coat, should be reduced with a half pint of turpentine to each gallon of enamel. The final finishing coat should be a good flowing coat of Ripolin just as it comes from the can.

ON OLD WORK

If the varnish or enamel to be recoated is in good condition, it should be rubbed down carefully and thoroughly to produce a perfectly smooth foundation. If it is checked, alligatorated, or disintegrated, it should be removed with Ad-El-Ite Paint and Varnish Remover. The surface should then be built up with Ripolin Undercoat and the enamels as already described for new work.

Always seal plaster, composition board, and similar surfaces with Glidden Oil First Coater.



The Kitselman Residence, Muncie, Ind. Ripolin finished, inside and outside

GLIDDEN Endurance Paint (Prepared)

This is a ready-mixed, ready-to-use House Paint which combines the long wearing qualities of lead with the film hardening qualities of zinc. Experience and tests have proved that lead and zinc in the proper formula make a fine, high quality outside paint—durable and lasting.

In making White and tints of Glidden Endurance Paint (Prepared), the basic lead carbonate (white lead) used is the whitest and finest ground obtainable. This white lead is manufactured by us by a patented process, and it is without equal among white leads in America today for whiteness, fineness of grind, and wearing capacity.

The zinc oxide which adds hardness or temper to the paint film is carefully selected, and so is the linseed oil which is tested for pureness and paleness.

Because of the formula of this House Paint—and the high quality of materials used in it—you will find that it is easy to brush on and that it covers the old surface quickly and completely. After it has been in service for years there will still remain a smooth film that can be quickly and easily repainted. Poor paints, on the other hand, leave cracked and broken surfaces that have to be scraped or burned off.

Paint is used for two purposes—protection and decoration. For protection, we insure our property against fire. Fire is not nearly as destructive to your home, barn, fence or outbuildings—as neglect—the failure to protect your property with paint!

Paint, good paint, Glidden Endurance Paint is insurance against decay.

PRIMER

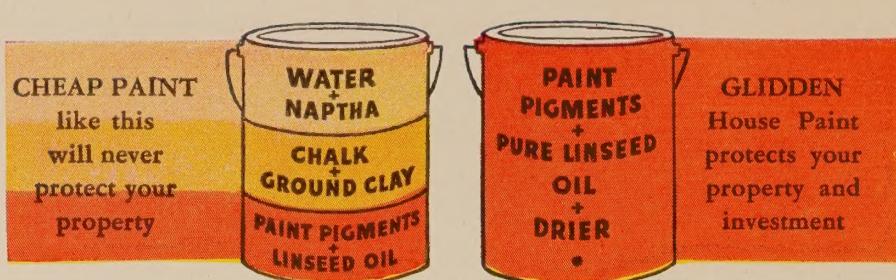
The primer is the most important paint coat to be applied to any surface—new or old. It must leave a foundation upon which the future paint coat can be built.

Glidden's Base-Coat is the ideal primer. Ninety-five per cent of all paint trouble comes from moisture. Base-Coat is exceptionally waterproof. It will prevent the absorption of moisture into the lumber. Due to its pigment content, Base-Coat takes tighter hold of a new wood surface than any other primer. With it on old work, one additional coat of Endurance Paint (Prepared) is all that is necessary.

ON NEW WORK

If Base-Coat is not available an excellent primer can be made by reducing Endurance Paint (Prepared) with raw linseed oil and turpentine, using approximately three pints of oil and one pint of turpentine to each gallon of Endurance Paint (Prepared).

Second Coat—Add a small amount of spirits of turpentine to Glidden Endurance



CHEAP PAINT Not Cheap!

Into cheap paint goes volatile parts like water and naphtha which quickly evaporate. Chalk and ground clay go into it too. Only a part of the cheap paint is paint pigments and linseed oil, the true paint ingredients. Cheap paint cheats you of lasting protection.



COST IN \$ FOR APPLICATION



GOOD PAINT Costs Only 1/6 of the Job!

It's the cost of application which is 5/6 of the expense of painting. Your labor is very much larger than the material. Why economize on the smaller cost? Use Good Paint—it is only a small part of the entire cost.



Paint (Prepared). This reduces the gloss of the second coat and gives a better surface for the third coat.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions.

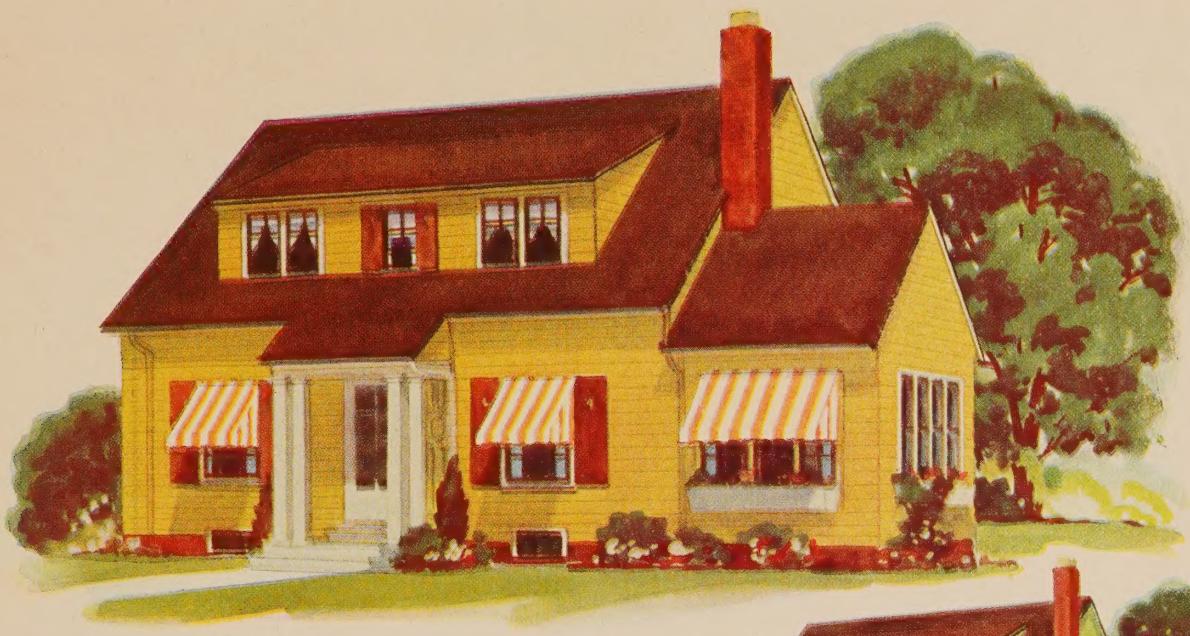
On Old Work—The number of coats required depends on the condition of the old paint. If the old paint is seriously cracked, blistered, or checked, it should be entirely removed and the surface treated as new work using Base-Coat as the first or priming coat. When the old paint is in good condition, two coats of Endurance Paint (Prepared) are sufficient. To the first coat, add a pint of turpentine to the gallon to insure penetration and incorporation with the old paint. The second coat should be applied as it comes from the can, brushing it out smoothly.

AMOUNT REQUIRED

Multiply the distance around the house by the average height. This will give you the number of square feet. Add 10 to 20 per cent for cornices and sashes, and divide the total by 360 which is the approximate covering capacity of Endurance Paint (Prepared). The result will give you the number of gallons of paint required for two-coat work. For the trim, you will need approximately 1/5 to 1/4 of the amount required for the body.

EXAMPLE:

Front	24 feet
Rear	24 feet
Side	48 feet
Side	48 feet
	144 feet
Multiply by average height	x 20 feet
Divide by	360) 2880 sq. ft. (8 gals.
	2880



COLORS...

Here are seven color suggestions to assist you in selecting the right color scheme, in Glidden Endurance House Paint, for your home. Each picture portrays true colors of our paints.

These seven suggestions do not include all of the Glidden Endurance House Paint colors, for there are many more. But these are typical of the harmonious, pleasing, and impressive results you can secure when you use this Quality House Paint.

The names of the colors used are indicated at the right and below. There are, of course, other color combinations—and if you are interested in others, we suggest you see your local Glidden dealer as he has cards giving exact colors of all Glidden Endurance House Paints.

TOP — Cream, trimmed with Light Terra Cotta and White.

RIGHT TOP — Light Sage; White trim.

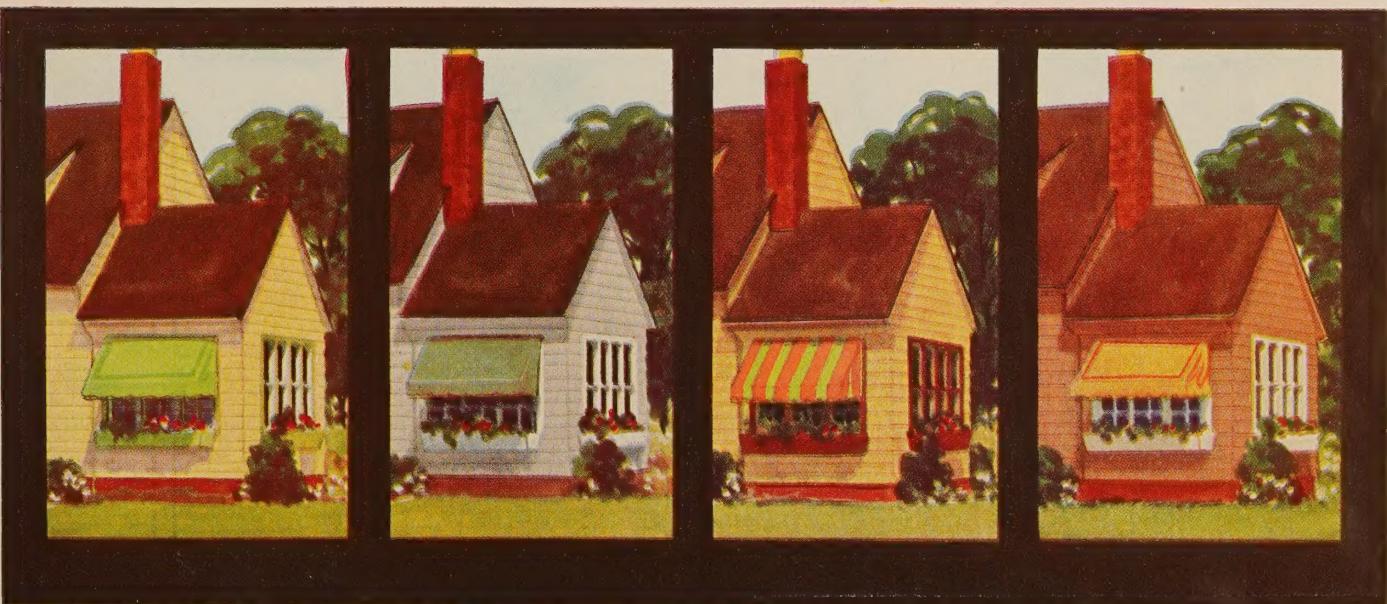
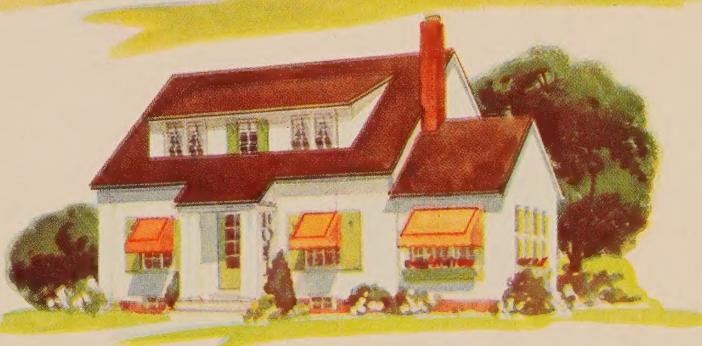
RIGHT BOTTOM — White; Light Sage trim.

LOWER LEFT — Cream White; White trim.

LOWER LEFT MIDDLE — Silver Gray; White trim.

LOWER RIGHT MIDDLE — Cream; Cottage Brown trim.

LOWER RIGHT — Centennial Brown; White trim.



GLIDDEN VARNISHES

For the protection of wooden surfaces, and at the same time increasing the beauty of the wood grain, there is nothing that surpasses varnish. For many years, varnishes have been made by The Glidden Company—fine, quality varnishes that are noted for their durability and protective qualities.

Briefly, we are listing here a few of them with their descriptions—and uses. Because of the many and varied applications of varnishes, a number have been developed to meet specific conditions.

For your information, the names and uses of a few of our varnishes are given. At the Glidden dealer, you will be able to get a more complete list with full details as to qualifications of all varnishes.

GLIDDEN SPAR is the most durable varnish we manufacture. When a surface is exposed to water, rapid changes of temperature, and direct rays of sun, Glidden Spar will fully protect it. Such surfaces are found on front doors, porch ceilings, window sills, drain boards, porch furniture, etc. On large boats or pleasure craft, Glidden Spar has proved by test that it will outwear by years any similar spar varnish. It is for use on all surfaces, inside or out.

Glidden Spar Varnish will not crack or check and is not affected by cleaning powders, strong soaps, and alkalies. It will not scratch white and dries quicker than the average spar varnish. The coverage capacity is approximately 600 square feet, one coat, per gallon.

FLOORETTE Varnish is recommended for use on natural, painted, or grained floors. It combines hard and quick-drying properties without losing its elasticity and durability so necessary in a floor varnish. Floorette Varnish is pale in color and will not scratch white. It sets dust free in 2 to 3 hours and dries to recoat in 48 hours. Can be rubbed

or polished or left bright. Covers about 600 square feet per gallon, one coat.

WEARETTE is a high grade interior varnish. It is light in color; possesses fine flowing and brushing qualities; is extremely elastic and durable. Wearette Varnish is the recommended varnish for interior trim . . . for fine woodwork in residences, hospitals, and buildings of all kinds. It sets dust-free in from three to four hours and dries hard in from 24 to 36 hours. Can be rubbed to a dull finish, polished, or left bright. Covers about 600 square feet per gallon, one coat.

RAPID-COTE Varnish dries in four hours. Use it on floors, woodwork, linoleum, furniture, and all other surfaces where a durable, rapid-drying varnish finish is desired. It is tough, durable, waterproof, and stands hot or cold water. It is not affected by gas fumes. For obtaining the best results, do not use it over Shellac, Shellac Substitute, Liquid Wood Filler, Wax, or Lacquer. Rapid-Cote Varnish Covers about 600 square feet per gallon, one coat.

LIK-A-RUB or Dull Finish Varnish dries with an egg-shell finish. Because it is a clear varnish free from pigments, it overcomes the usual objection to other varnishes of this nature. Lik-A-Rub Varnish does not require stirring while being applied although it is advisable to shake can before using. Sets dust-free in about one hour and hardens over night. This Varnish can be used successfully over Shellac, varnished surfaces, wood fillers, and is unequalled for mission finishes. Lik-A-Rub is used in the finishing of radio cabinets, furniture, and woodwork in the home.

LINOLEUM VARNISH is manufactured for the sole purpose of protecting and beautifying linoleum. It is a pale color, waterproof, wear-resisting, quick-drying linoleum varnish. Make sure that the surface to be coated is perfectly clean and free from all grease and dirt. Wash new linoleum with warm water to remove oil dressing. Linoleum

Varnish dries to walk on in from 15 to 24 hours. It covers approximately 650 square feet per gallon, one coat.

ROCK-SPAR Varnish is an unusually pale, heavy-bodied, long-oil varnish for floors and interior trim. In a great majority of cases, one coat will do the job where two coats of ordinary varnish is necessary. Dries dust-free in four to five hours and hard for use over night. Rock-Spar will cover approximately 600 square feet per gallon, one coat, but because of its heavy body should be reduced with Turpentine to promote easy brushing on large surfaces such as floors.

ON NEW WORK-STAINING—The various colored effects (oak, walnut, and mahogany) in which woodwork and furniture are finished, are results of first coloring or staining the bare wood with Glidden's Endurance Wood Stain in whatever color may be selected. Soft woods, such as pine and poplar absorb more stain than do the hard woods (oak, chestnut, maple, etc.) so that the color effects obtained by staining soft woods will be deeper than the effect of using the same stain on hard wood. Endurance Wood Stain applied to soft woods can be thinned with turpentine or naphtha to produce lighter stained effects which are often preferred.

FILLING—Open grained woods, such as oak, chestnut, mahogany, and walnut should receive a coat of Paste Wood Filler after the stain has dried about twelve hours.

FINISHING—If a floor or other wooden surface is to be finished in its natural color, omit the staining coat recommended above.

Fill floors of oak with Paste Wood Filler. After the filler has dried, apply one coat of varnish which has been thinned in the proportion of one pint of turpentine to each gallon of varnish. After this coat has dried, succeeding coats should be Glidden's Floorette just as it comes from the can.

On other surfaces, to apply varnish, thin first coat with turpentine, then following coats put on as it comes from the can.

OLD WORK—Be sure that the surface is clean and dry. It is also advisable to thoroughly sandpaper the old finish to a smooth surface using 00 sandpaper or steel wool for the purpose. Clean up the dust carefully after this process.

If sandpaper will not remove checks or cracks that show up in most varnished surfaces after several years, remove the old finish with Paint and Varnish Remover, following directions already given. Then wash the surface with naphtha or turpentine thoroughly to remove any deposits that may have been left in the pores of the wood by the Remover. From this point, proceed as for New Work.



Your HOME

You may decide to build a new home or remodel your present home this year or in a few years. Your decision in this will usually be a deliberate one, requiring study of plans and finance.

But there will come a day when you will begin building. Into this construction must eventually go paint products of several kinds. Naturally you are interested in permanency of color and quality.

In the forepart of this book, we have described in detail a number of our products—and given instructions on application. We have not devoted much time to lengthy lectures on quality.

Glidden Paint Products are first, last, and always, Quality Products. They are satisfactory—or your money back. To emphasize this, we are reproducing here:

The GLIDDEN Quality GUARANTEE

Every product carrying the Glidden name is a Quality product. Satisfaction is guaranteed. If you purchase a can of Glidden Paint, Varnish or Lacquer and for any reason it is not satisfactory, bring it back and get your money. Glidden customers are satisfied customers.

When you buy paint products for your home—either your present one, or the one you may build or remodel—bear in mind that Glidden Quality Paint Products are made of the finest of selected materials. They are made with skill, using modern machinery—and as a result they wear long and well.

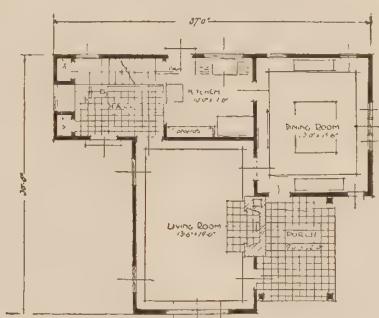
In the house reproduced on this page we show a very attractive home that can be built for a modest sum. This type of house looks well in any neighborhood. It is 30 feet by 37 feet in area with three bedrooms.

The colors in the illustration are Glidden Endurance House Paint Cream White, trimmed with Colonial Yellow. The shutters are done in Vert Green Endurance House Paint. Most homes painted in this body color are seldom trimmed. We recommend Colonial Yellow or Cottage Brown which is a much deeper tone.

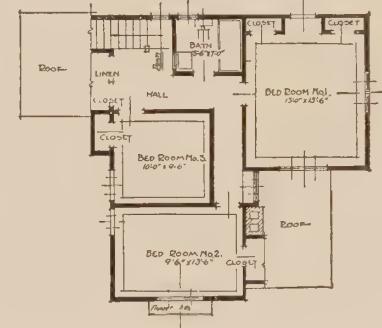
When building or remodeling, consult an architect, select a good contractor and, insist on Glidden Paint Products. The Glidden dealer in your locality can supply you with color cards and advice on color schemes and application of Glidden Products. Ask him.



This is the front entrance of a most attractive small home that is decidedly different in many ways. It is painted with Cream White, trimmed with Colonial Yellow—an unusual yet agreeable color scheme.



First floor plan of house, rear at top.



*Second floor plan.
Below is the side view of the house showing the wide porch.*



Your KITCHEN

In her kitchen, the housewife undoubtedly spends most of her working hours. Her work can be made easier, more pleasant if her surroundings, the room decorations, are clean and colorful.

On this page, we show several kitchen color combinations. At the top we show a typical old style kitchen. The varnished wood cabinets, the dingy wood floor, the dark green wallpaper—altogether it is not attractive. Yet it is typical of many kitchens today.

Just below this old style kitchen, we show a new style kitchen. Gone are the old brown wood cabinets. In their place are cool, pleasing, gray and white ones. The curtains add a rosy touch of color. Then a blue decorative band enlivens the space between cabinets and shelf top.

At the bottom of the page are two alternative color schemes—both planned with authentic Glidden colors. The one on the bottom left is finished in Glidden Jap-A-Lac Coral Rose for the cabinets with a White Speed-Wall ceiling. Jap-A-Lac Jade Green is used as a decorative band—Glidden Green Florenamel on the floor.

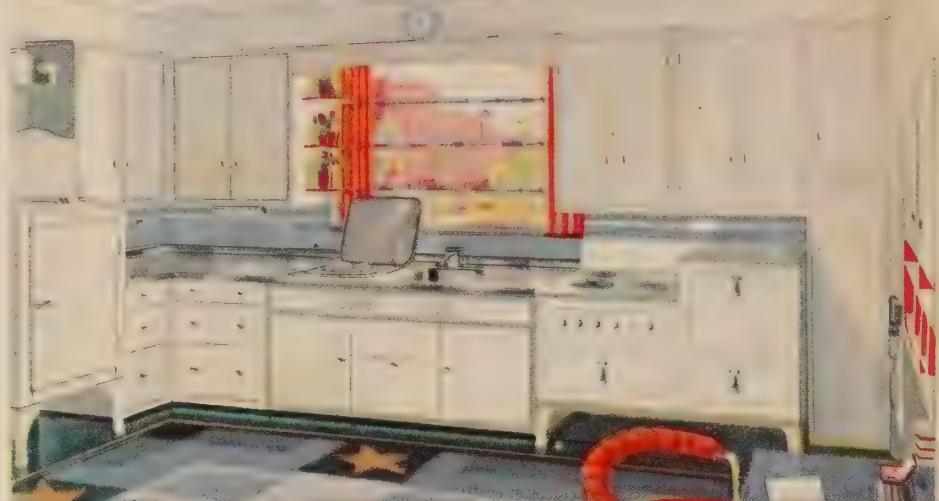
In the illustration on the bottom right—the lower cabinet is done in Glidden Jap-A-Lac Golden Yellow, while upper ones are finished in Jap-A-Lac Ivory. Top wall is Speed-Wall White with Sky Blue trim. The decorative band is Glidden Jap-A-Lac Rich Blue, and the floor is Glidden Florenamel Blue.

Do these new type kitchens please you? Would you like to have your kitchen so colorful and charming too? Do you know how much the paints will cost? Approximately from \$2.50 to \$5.00 per kitchen, depending on size, wall space, and other factors.

Your investment, and it is that, of a few dollars in Glidden Paint for your kitchen will repay you many times in easier work—pleasant, cheerful surroundings. Ask your Glidden dealer for other color suggestions and full information on prices.

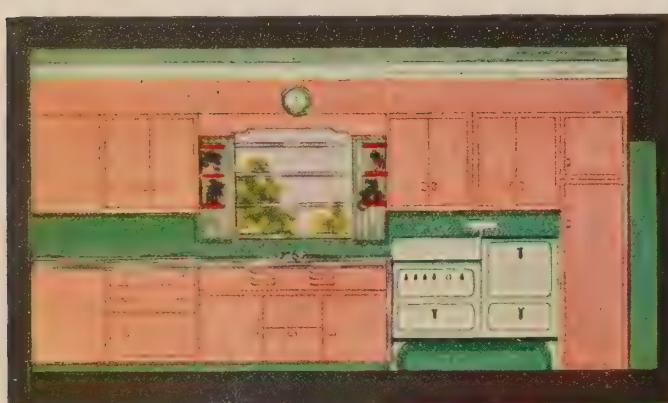


Thousands of housewives, daily, work in kitchens no more attractive than this one above. At the end of the day, these housewives are weary, worn, tired—not so much from their labor—as from dreariness of their surroundings, like above. Look below—see what can be done.

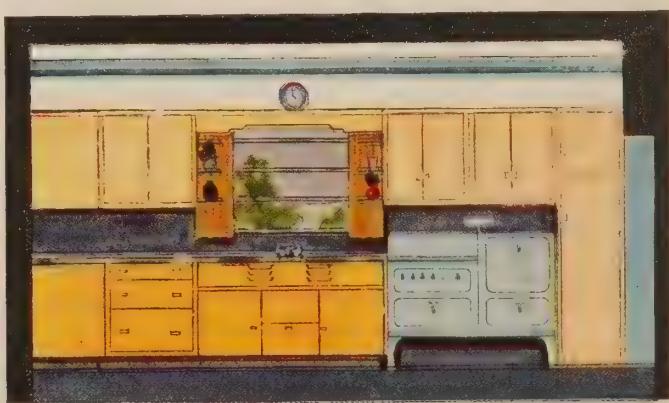


These illustrations through courtesy of General Electric Company

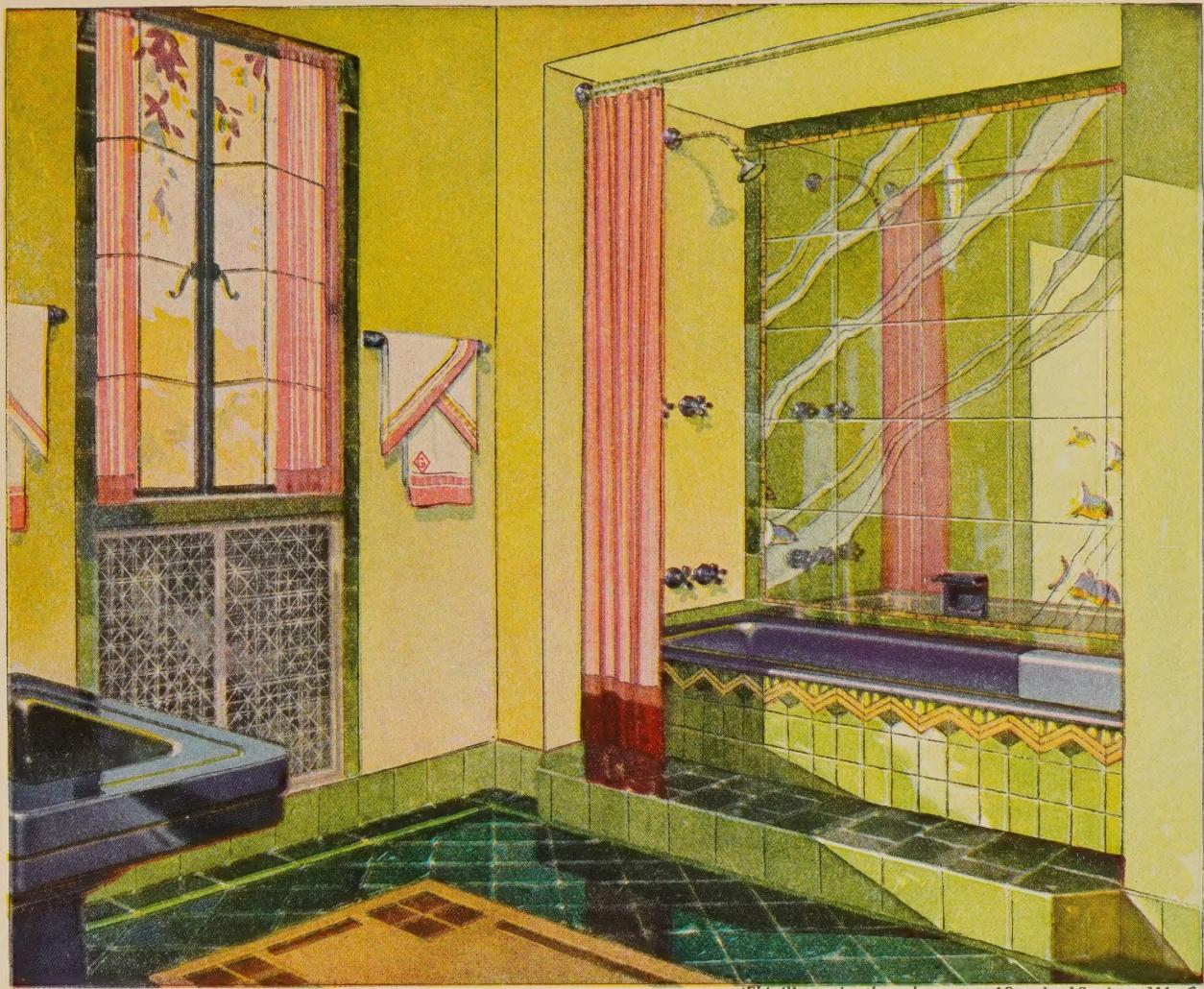
Here is the same kitchen as above—but what a difference! Any housewife, working in this cheerful atmosphere would find the day's work easier and a pleasure. Why not have such a kitchen. You can!



This is another suggestion for a kitchen in your home! Think how your friends would comment when they saw your kitchen in this color scheme!



Again we show you what Glidden Paint Products can do for you in your kitchen. These color schemes are easily created right in your home. The cost?—Very little.



This illustration through courtesy of Standard Sanitary Mfg. Co.

Your BATHROOM

Most bathrooms are white. They don't need to be—there's no law that says so. It is just habit—our way of thinking that because the first bathrooms were white, all bathrooms should be white.

But that's not so. We show you above a most attractive bathroom finished in pleasing colors that everyone admires. We would like to have you study this picture and the two-color suggestions at the extreme right.

Bathrooms of this type can be in your home. You can have color in your bathroom—it is the modern touch, and it costs very little. The usual size bathroom, with walls in good condition, can be refinished in one color for less than \$4.00. This cost isn't much—and you can do it. Ask your local Glidden dealer for color cards.

The bathroom above is unusual in color and design. If you desire to reproduce it, in whole or part, every bath fixture is authentic and can be purchased.

In your home, the walls can be painted with Delicate Green Speed-Wall. While the floor shown is tile, the general color scheme

can be reproduced in your home with Green Florenamel with Sea Green Jap-A-Lac on the risers, mopboard, and side of tub.

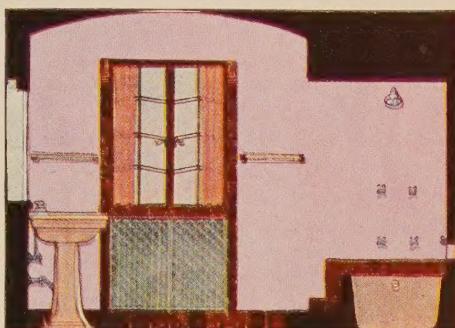
It isn't practical to attempt to paint the tile effect at back of tub. However, with the aid of stencils, you can produce a satisfactory substitute effect, different and pleasing.

If you will study this bathroom, we are sure you will see that it is no longer necessary to have a white bathroom—Why not have color?

At the right, the top suggestion has Light Orchid Speed-Wall on the walls, with Mahogany Florenamel on the floor. The bottom—Elf Green Speed-Wall with Warm Gray Florenamel on floor.

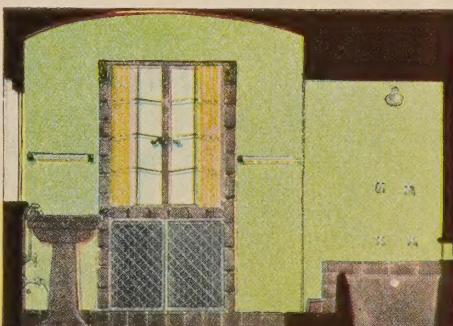
As you study these color suggestions picture your bathroom in color! Perhaps you have never realized how easy it is to have colorful surfaces with Glidden Paints, for they are quickly and easily applied. Before definitely deciding the color combinations you intend to use, we recommend that you visit our local Glidden dealer, for he has cards showing many beautiful colors.

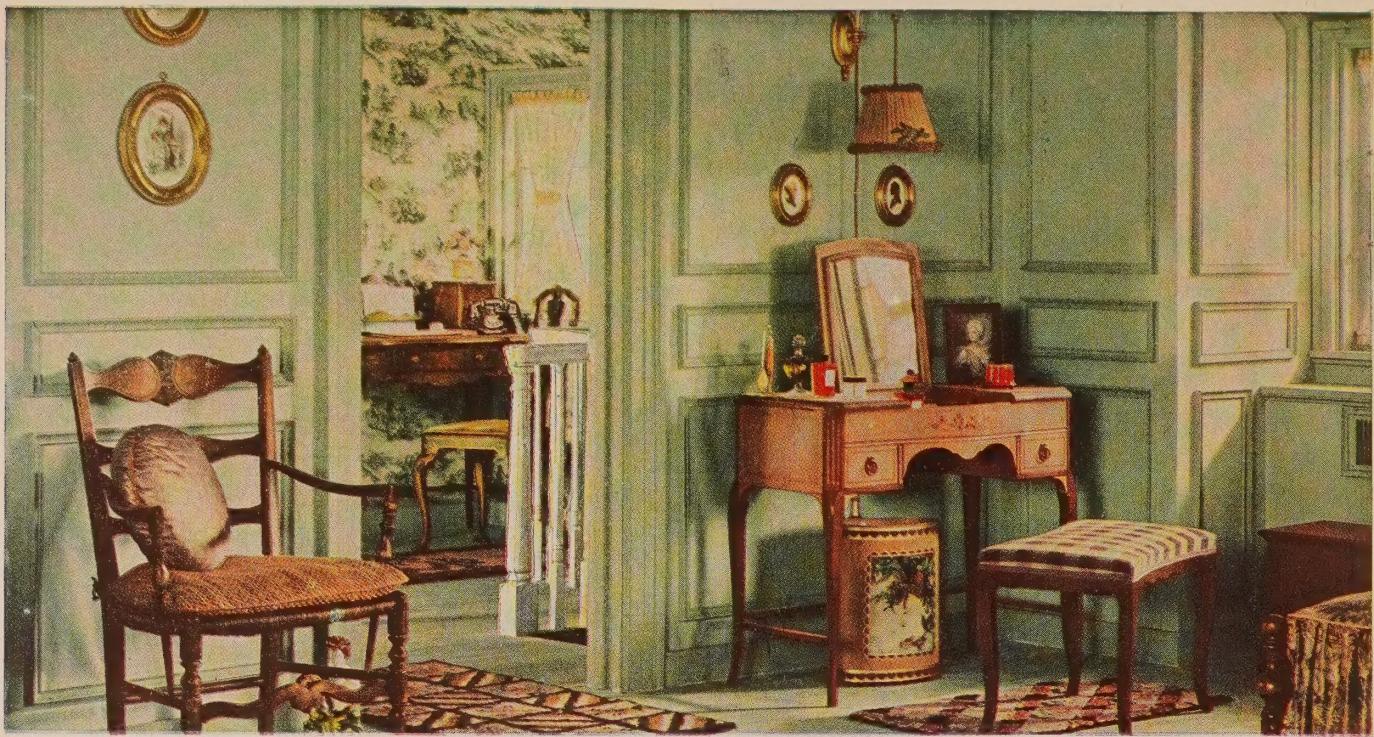
We suggest you see pages 4 and 5 for directions on Wall Finishes—also Page 6 for Florenamel.



Above—Walls: Light Orchid Speed-Wall. Floor: Mahogany Florenamel.

Below—Walls: Elf Green Speed-Wall. Floor: Warm Gray Florenamel.





This illustration through courtesy of The Celotex Company

Other ROOMS

In the large illustration above, a panelled room is portrayed with a glimpse through a doorway into a smaller room. In this illustration, a reproduction of a direct color photograph, you can sense the charm of a painted wall. Even though your walls are not panelled, the color schemes suggested here can all be used when considering colors for your home.

The two rooms are also indicated in the four smaller illustrations. In this way, a color scheme of a room and an adjoining one is presented.

We recommend that you visit the local Glidden dealer, tell him what rooms you are planning to decorate—and he will show you

the colors in the complete Glidden Line. Ripolin Sea Green will reproduce on your walls a similar effect as shown above. If you

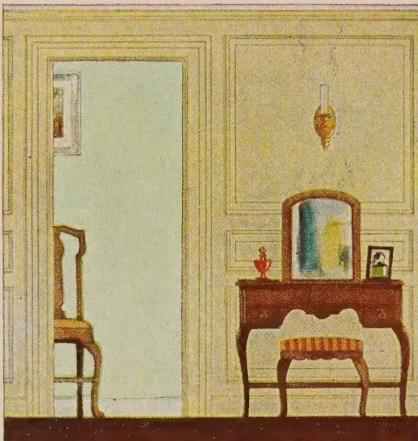
desire a satiny, less glossy finish, try Speed-Wall Delicate Green which is a light, beautiful green.

A. Front Room
 Wall—Speed-Wall Caenstone
 Floor—Mahogany Florenamel
Back Room
 Wall—Speed-Wall Blue Mist
 Woodwork—Speed-Wall White

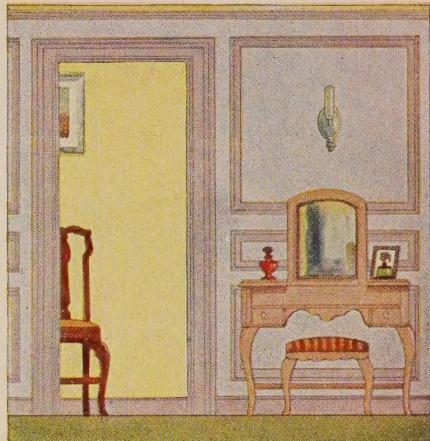
B. Front Room
 Wall—Speed-Wall Light Orchid
 Woodwork—Jap-A-Lac Orchid
 Furniture—Jap-A-Lac Coral Rose
 Floor—Florenamel Drab
Back Room
 Wall—Speed-Wall Buff
 Woodwork—Jap-A-Lac Orchid

C. Front Room
 Wall—Speed-Wall Pearl Gray
 Woodwork—Ripolin White
 Floor—Florenamel French Yellow
Back Room
 Wall—Speed-Wall Ivory
 Woodwork—Speed-Wall Pearl Gray

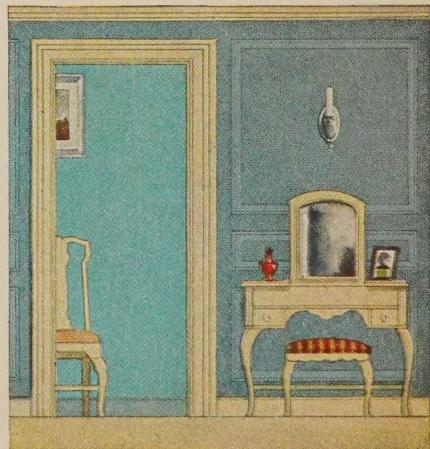
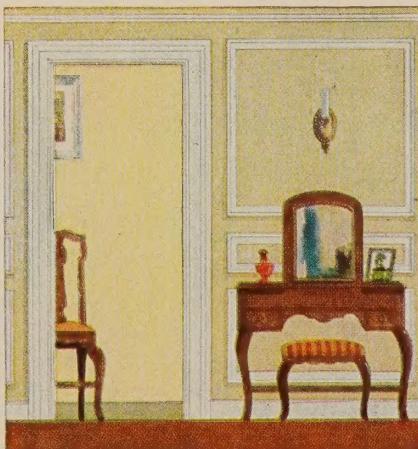
D. Front Room
 Wall—Flat Wall Finish Delft Blue
 Woodwork—Jap-A-Lac Ivory
 Floor—Florenamel Ivory
 Furniture—Jap-A-Lac Ivory
Back Room
 Wall—Speed-Wall Sky Blue
 Woodwork—Speed-Wall Silver
 Furniture—Jap-A-Lac Ivory



A → C



B → D



That EXTRA ROOM

Nearly every home has some extra room—perhaps an attic—perhaps part of the basement. This space has been left idle, unused, for want of attention, or some other cause.

On this page, briefly, are several suggestions, in color, which will furnish some conception as to how this spare room can be utilized. At the top is a den, recreation room, or study that can be made in the attic, as indicated here, or in the basement, or some other room. The walls can be panelled as shown here, or painted. The floor can be painted or varnished, depending on kind of floor. Notice how the curtains add to the appearance—also the cheerful red chairs. In some rooms, it is not possible to beam the ceiling—but the remainder of the effect can be secured.

The next room-suggestion just below is a children's playroom, finished in Beige Speed-Wall, with Jap-A-Lac Pale Blue on the chest and Jap-A-Lac Coral Rose on the furniture.

Just below in green is a cheerful bedroom. Don't you like it? These walls finished in Speed-Wall Delicate Green or Flat Wall Delicate Green will be washable, durable, and pleasing. The cost of painting such a room isn't much—about \$3 or \$4, depending upon size and number of coats.

At the left bottom, we have another bedroom—this time with a decorative stripe on the walls. Notice the curtains too! A charming bedroom with the twin beds finished in Jap-A-Lac Pale Blue. The walls are in Glidden Speed-Wall Buff or Flat Wall Cream.

In Blue—the twin beds painted in Jap-A-Lac Pale Blue are pleasant contrasts to the walls and the general tone of the room.

The Room at the right, as a recreation room or as den is certain to please every member of the family. The panelled walls with rafters can be stained and varnished. By painting a plaster wall a brown color—and striping with a darker color—a panelled wall can be imitated.

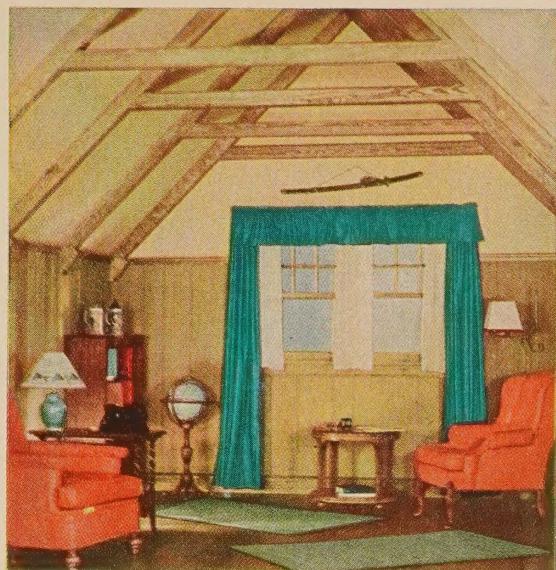
Do you have any QUESTIONS?

On the pages of this book we have told you how to apply our Paint Products, shown you some color schemes—and seriously tried to help you in every way. Painting is easy—try it—and you'll be pleased.

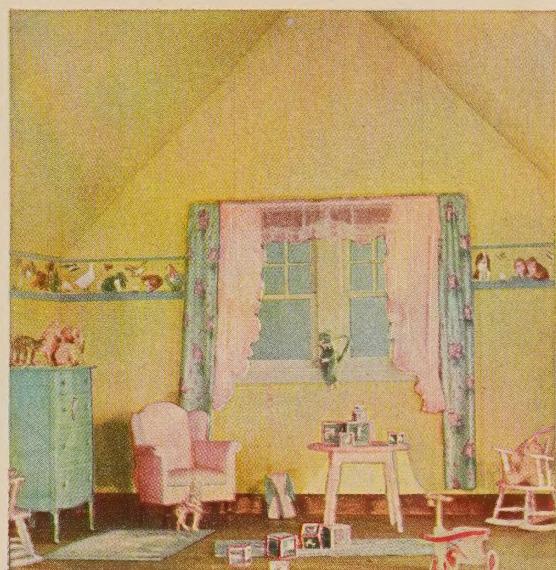
If you have any questions about products, colors, or application, write us.

THE GLIDDEN COMPANY

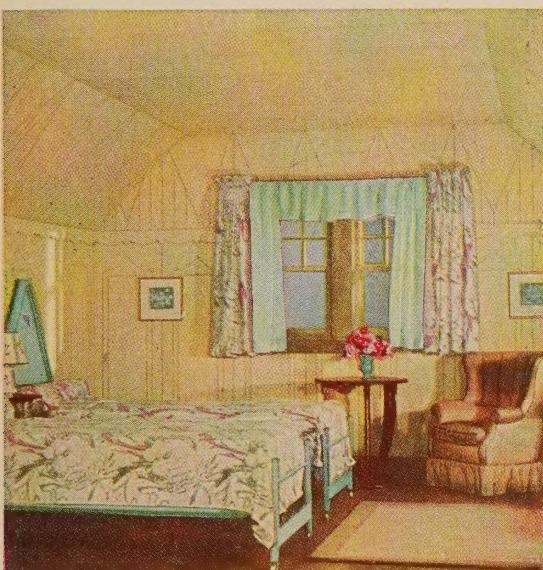
Advertising Department
CLEVELAND, OHIO



1. A Recreation Room or Den.



2. A Room for the Children.

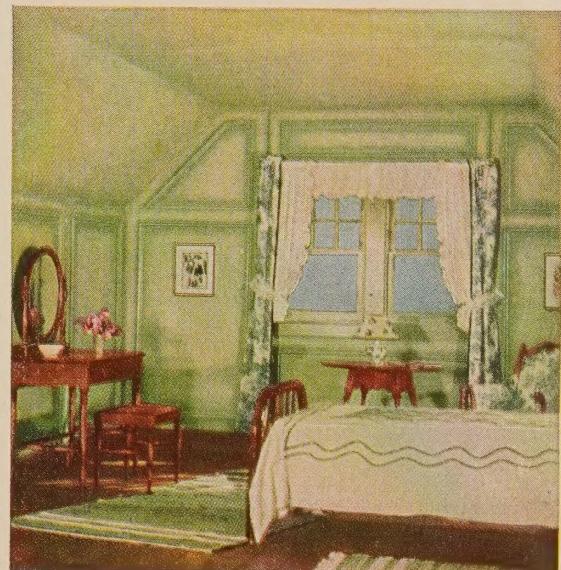


4. Twin Beds in Blue.

For Children—the playroom as shown in pink is one that will make any child happier. You can reproduce such a room with Glidden Paint Products.

In Green—the bedroom at the right is pleasant and colorful—you, too, can have such a room with Glidden Paint Products.

These illustrations through
courtesy of The Celotex Co.



3. A Bedroom in Green.

COLOR SUGGESTIONS FOR YOUR ROOMS

LIVING ROOM

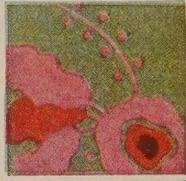
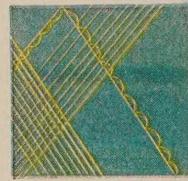
DINING ROOM

HALL

ACCESSORIES



CURTAINS



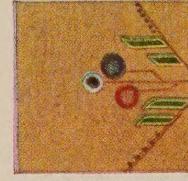
UPHOLSTERY



FURNITURE



RUG



WALL



ALWAYS ASK FOR GLIDDEN PRODUCTS!



Easy to try

Easy to buy

ALWAYS ASK FOR
GLIDDEN!

**There is a Glidden Paint, Varnish, Enamel,
Stain or Lacquer for every household need**

Additional products are:

SCREEN ENAMEL—Black only. As satisfactory for the wood frame as for the screen. Will not clog the mesh.

STOVE PIPE ENAMEL—Black. Dries with a high gloss. Heat proof. No disagreeable odors.

KITCHEN ENAMEL—A high gloss washable and economical enamel for all wall surfaces, furniture, or woodwork.

WEATHERCOTE COLD PROCESS ASPHALT—Best material for the painting of garage roofs, eaves, repairing breaks in downspouting and flashings. A waterproof asphalt coating.

NEV-A-RUST—A superior, protective paint for metal surfaces.

AD-EL-ITE HYGIENIC KALSOMINE—A sanitary water paint made to be mixed with hot or cold water.

SPEEDENAMEL—For the automobile. Dries in four hours with a beautiful finish. Used also on porch furniture, or any exterior surface.

TAR REMOVER—The only satisfactory Tar Remover for your automobile offered today.

REN-O-VITE POLISH—An easy working, quickly effective polish for automobiles.

METAL POLISH—Glidden's Metal Polish will not scratch or injure the very finest metal or plated surfaces.

AD-EL-ITE PREPARED WAX—For use on floors, woodwork and furniture.

METALLITE ALUMINUM PAINT—An Aluminum paint that more closely resembles metal leaf or plating than any other paint product manufactured.

REN-O-WAX—A liquid wax that is quick-drying and requires no polishing.

TOXOL—An improved household insecticide for killing flies, in fact, all insects that may infest the home.

"Everywhere on Everything" truthfully describes the wide and complete list of Glidden products at your service—at your dealer's store.

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